PROFESSIONAL AGRI SELLING
Krannert Building
Dr. Scott Downey, Assistant Professor
Amy Cochran, Academic Coordinator
Phone: (765) 494-0464

Fall 2010

Dear AGEC 331 Students:

We are pleased that you have enrolled in our Professional Selling course. During this semester we will be examining many of the facets of professional selling and learning some of the skills that have proven to be highly useful whether you choose to become a professional salesperson or enter any other professional area. Almost every professional area will require you to sell yourself and your ideas to others.

The background of this course in professional selling originates in agribusiness. While historically this area of selling was highly specialized, today's agribusinesses share much in common with other business to business or technical selling situations. These same tools and techniques have proven highly useful in manufacturing, consumer product sales, pharmaceuticals, technical science industries, etc.

AGEC 331 relies heavily on experiential learning. Special class projects are designed to get you "involved" in the learning process through participation and many exercises that represent the "real world." Notes are provided to facilitate participation in the class, though lectures may emphasize particular points or examples to illustrate specific sections. While the concepts in the course are not particularly difficult to understand, their application and the depth of detail required may provide particular challenges for students on exams and quizzes.

We are all looking forward to working with you through this semester. Please feel free to contact us anytime you have a question. See you in class.

Sincerely,

Dr. Scott Downey
Assistant Professor

Amy L. Cochran
Academic Coordinator
AGEC 331
PROFESSIONAL AGRI SELLING
Krannert Building
49-40464 or 49-40589

AGEC 331 explores some of the human elements of Agribusiness. It is designed for Sophomores, Juniors and Seniors who plan a professional career in agribusiness or technical selling. Students wishing to better understand business application of sales concepts and the organized presentation of persuasive business communications will also benefit. The course recognizes the wide diversity of backgrounds, interest areas, and problems young professionals are likely to face as they begin their careers. Therefore, our approach is highly pragmatic and attempts to give the student more than a glimpse of a wide array of concepts of human behavior and professional selling techniques.

PROFESSIONAL SELLING
Many students enter the business world through sales. Graduates in many majors deal with salespeople in their roles; therefore, it seems important to understand what professional selling and the sales processes are really all about. Throughout the semester, students will learn about different aspects of buyer behavior, organized business communication, and psychology as it affects the sales of technical goods in industrial settings. Each student will interact with several salespeople to learn first-hand some of the opportunities and frustrations of a career in selling. Each student will also prepare and make a sales presentation that is evaluated by a professional salesperson.
INSTRUCTORS:
Dr. Scott Downey
Office: Krannert 784
Phone: 494-4325
Amy Cochran
Office: Krannert 325
Phone: 494-0589

TEACHING ASSISTANTS:
Krannert 321
Phone: 494-0464
Sarah Demerly
Jenna Langley
Alicia Keller
Samantha Ambrose
Keith Hoeing
Kelly Clark
Emily Dieckman
Caleb Neier

OFFICE HOURS:
Will be posted on the website
Scott and Amy are available by appointment

AGEC 331 WEBSITE:
Blackboard

COURSE MATERIAL:
Can be found on blackboard
PROCEDURES AND POLICIES

GRADING
Students will be evaluated objectively with quizzes and exams, and subjectively with both oral and written presentations. Most of the points in the course are associated with two major class projects. In addition, a grade for attendance will be included.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXAM 1</td>
<td>150</td>
</tr>
<tr>
<td>EXAM 2</td>
<td>150</td>
</tr>
<tr>
<td>RSS PROJECT</td>
<td>580</td>
</tr>
<tr>
<td>RSS EXAM</td>
<td>160</td>
</tr>
<tr>
<td>RSS HOMEWORK</td>
<td>370</td>
</tr>
<tr>
<td>RSS-SWAS FIELD ACTIVITY</td>
<td>50</td>
</tr>
<tr>
<td>QUIZZES</td>
<td>120</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>

You will have access to your grades through Blackboard. We will post the grades several times throughout the semester. You will have one week to report any grade discrepancies for the assignments that are posted at the time. After one week the grades become permanent.

The nature of the assignments for the class and the customized responses to them are unique for a course of this size. Grading on the RSS assignments are determined in part from feedback of peers and professionals outside of the University. No matter how grades are broken down into letters, there will always be a few students who are close to the next letter grade. Your grade will not be rounded. Plan in advance to earn a higher grade by making sure your attendance is good and by looking for ways to participate in the course. The instructor reserves the right to amend or curve the letter grade structure below in the favor of students, if it is determined to be necessary at the end of the term.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points required</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>960</td>
</tr>
<tr>
<td>A</td>
<td>930</td>
</tr>
<tr>
<td>A-</td>
<td>900</td>
</tr>
<tr>
<td>B+</td>
<td>870</td>
</tr>
<tr>
<td>B</td>
<td>830</td>
</tr>
<tr>
<td>B-</td>
<td>800</td>
</tr>
<tr>
<td>C+</td>
<td>770</td>
</tr>
<tr>
<td>C</td>
<td>730</td>
</tr>
<tr>
<td>C-</td>
<td>700</td>
</tr>
<tr>
<td>D+</td>
<td>670</td>
</tr>
<tr>
<td>D</td>
<td>630</td>
</tr>
<tr>
<td>D-</td>
<td>600</td>
</tr>
<tr>
<td>F</td>
<td>Below 600</td>
</tr>
</tbody>
</table>
**EXAMS**
Three exams will be given during the semester. Two exams will occur during class time. A third examination takes place on the evening of Ready, Set, Sell! (RSS). If an exam must be missed for any reason, the student should contact the instructor or academic coordinator at least one month prior to the exam. Failure to do so will result in a score of zero on the exam. Because the Ready, Set, Sell! Exam involves bringing off-campus volunteers to campus, there is little flexibility possible in rescheduling. Students must arrange their schedules to participate fully in all aspects of the RSS event.

**MAJOR PROJECT – Ready, Set, Sell!**
Ready, Set, Sell! (RSS) is a major project. If any portion of it cannot be completed on schedule, it should be discussed as early as possible with the instructors. Failure to complete any portion successfully or to participate in the RSS examination will result in failure of the course.

**QUIZZES**
There will be at least seven quizzes given over the course of the semester. The six best quiz grades will each be counted, with each being worth 20 points. Students may be quizzed over any material presented in class, including but not limited to remarks, readings, or materials assigned outside of class. Students are required to access the course website and download materials. It is the student’s responsibility to arrange for access and locate technical support for this process. Quizzes will be given online or in the classroom at any given time during the semester. The counting of the best five quiz scores provides the only equitable option for classes missed for other purposes.

**ATTENDANCE**
In a professional environment, tardiness or early departure are inappropriate. Further, much of the information about class assignments must be communicated orally. For these reasons, attendance in this class is very important. All students are expected to be in class regularly, however, we recognize that there are a multitude of reasons why students must miss class for legitimate reasons – illness, family issues, emergencies, athletic or club events, and job interviews are just a few. We trust that you are capable of evaluating and prioritizing the events in your life adequately. It is not necessary to bring our attention to the reason for your absence, unless a chronic illness will require your absence for more than two class periods. In that event, please contact your instructor as soon as it is possible to do so.

We will not formally take attendance in this course however true success in this course will come from being in class regularly.
CLASS LOGISTICS
Students are expected to come to class prepared. This means bringing all pertinent materials with them, completing out-of-class assignments, preparing work to be submitted, and handling any personal business that may distract from class participation. Use of laptop computers or cell phones in the classroom will not be allowed for any purpose. Students should show consideration to one another and teaching staff at all times. Please be polite. Don’t walk through the front of the class when arriving late or bring down late papers during lecture. If you know in advance that you must depart early, please let the instructor know prior to class.

LATE ASSIGNMENTS
Class assignments will either be submitted online before the class period in which it is scheduled to be due or in class. Any Assignment that is collected in class will be done so at the beginning of the class period. Papers submitted after assignments have been collected will automatically be considered one day late. The score on late assignments will be reduced by five points per calendar day with the exception of one assignment, listed below. Any assignment due, but not submitted prior to the Ready, Set, Sell! examination will receive a zero. Please note that in order to pass the course students must submit all work for the RSS project no later than one week before RSS, even though the late work may receive a zero. Failure to do so would mean failure in the course.

EXCEPTIONAL ASSIGNMENT:
ROLE PLAY INFORMATION PACKETS
Ready, Set, Sell! Homework 7, the “Role Play Information Packet” must be turned in on time. The reason is this assignment will be mailed to professional volunteers who will be assisting in the project. Late papers from any individual student may cause delayed mailing of an entire group's assignments. This does not allow the professional volunteer time to prepare adequately and reflects poorly on the student, the course, and the University. Therefore, the penalty for late submission of this assignment is quite stiff. Any Role Play Information Packet submitted after the beginning of the class period in which it is due will result in an immediate 15 point reduction in the score for this assignment. Any Role Play packet received after scheduled office hours on the day it is due will receive a 50 point reduction. Any student who does not submit this assignment within one week of its due date will not be able to participate in Ready Set Sell and will thus fail the course.

SEAT ASSIGNMENTS
All students will be assigned a seat number to be used on all submitted work. While we endeavor to make the course as personal as possible, assigned seats are necessary in order to expedite classroom logistics. Papers are distributed and collected in an organized manner. Your cooperation in including your seat number facilitates this process. Any paper that does not have the student seat number in the upper right hand corner is subject to a one (1) point penalty. Unidentified papers will be kept in the office for your inspection for one week after they have been returned in class. Given the large class size, we hope you understand our attitude for this mechanical necessity. Please keep a copy of all work submitted.
GRADE APPEALS
Selling is a subjective activity. Correspondingly, many of the assignments for this course must be graded subjectively. Variability in this subjective evaluation would be reduced if there were one grader for all students. Unfortunately, that is not practical for a course of this size. In an effort to reduce variability in how scores are assigned, students are provided with grading rubrics for the majority of assignments and these same rubrics provide a framework for how the assignment will be evaluated by teaching assistants, who will grade the majority of your work. Within that framework, there is still room for a great deal of subjective evaluation. For this reason, students are given the opportunity to review their grade on any assignment with the instructor. The mechanism for this is quite complex: just ask! We are happy to review any assignment or to discuss any dissatisfaction you may have with the course. It is not possible to resolve every issue in favor of students, but we will endeavor to consider your reasoned viewpoints about any aspect of the course. We welcome your ideas and feedback.

If despite reading this introduction (kudos to those who have gotten this far), you still do not feel comfortable going to Scott or Amy, you may write the following information on a piece of paper, staple it to your scored assignment, and hand deliver it to any TA, Amy, or Scott within two class periods of the class period in which the original graded work was returned to you.

1. At the top, write APPEAL, your name and your seat number
2. After reviewing the rubric, describe the error in grading you believe occurred.

This process is not necessary if we have merely misrecorded your grade. If that occurs (we are human beings), just bring your graded assignment down to Amy and she will correct the grade online.

COMMUNICATION
Those of us with teaching responsibilities for this course are passionate about our subject matter and enjoy working with students. In a class of this size it would be easy for students to feel that they are anonymous. Most would be amazed at the degree to which this is not true. However, because of the number of students in the course, at times, students may feel reticent to initiate communication. Students are encouraged to utilize email, telephones, or personal conversations with instructors if they are faced with difficulties in accomplishing tasks required for the course. Most challenges may be addressed with good communication and effort. Many reminders and instructions about course projects are communicated by email. Students are expected to check their purdue.edu email accounts daily and even more frequently on days of exams and quizzes.

MUTUAL RESPECT
We work hard to treat students as professionals in the class. Sometimes the logistics of a large lecture classroom make this a challenge. We hope that you will be considerate of these challenges and bring to our attention any circumstance where you feel we have not considered an issue that concerns you. In this same vein, we expect that all
students and teaching staff will be tolerant of multiple viewpoints, backgrounds, and experiences that are represented in a large community like Purdue.

ACADEMIC DISHONESTY
The profession of selling has worked hard to improve its image as an ethical endeavor over the last several decades. It is necessary that professional salespeople avoid even the appearance of dishonesty. In demonstration of this important component of professional selling, we will expect a high standard of ethics among students in this course.

It is unfortunate that some students in past semesters have committed acts of academic dishonesty. The long history of this course and large numbers of students involved sometimes creates a false sense of anonymity leading to a perception that corners may be cut. Using papers from other semesters, fabricating information presented as legitimate, or submitting work from an experience that occurred prior to this semester or for another course are just a few of the ways in which students have acted dishonestly.

From conversations with these students, it seems most did not intend to act dishonestly at the outset, but justified their poor decision on the basis that they were too busy, that scheduling was too complicated, or that others had gotten away with it. The justification does not matter. Cheating will not be tolerated in any form. Several students have had to retake the class, delay graduation, or have even had to leave the university as a result of this poor decision.

Students suspected of cheating will be dealt with on an individual basis. Please recognize that immediate dismissal from the class with a failing (F) grade is standard procedure. Suspension or dismissal from the university in accordance with University policy will be determined by the Dean of Students office.

CAMPUS EMERGENCY
In the event of a major campus emergency, course requirements, deadlines and grading percentages are subject to changes that may be necessitated by a revised semester calendar or other circumstances beyond the instructor’s control. Here are ways to get information about changes in this course.

Instructor:
Dr. W. Scott Downey
Downeyws@purdue.edu
765/494-4325

Amy Cochran
cochrana@purdue.edu
765/494-0589